- Disney Productions, Group W dissolve partnership
- CableBus purchased by Pacific Power & Light
- CBS, RCA executive changes signal new era
- Showtime reveals new-look advertising campaign

CableVision

The news and features weekly of the cable te evision industry September 20, 1982 $3.00

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Cable keeps a promise

Special report:

C-SPAN goes 24 hours, Political cablecasting and CABLEPAC

Border wars: MATV vs. cable

CableVision | September 20, 1982. Volume 8, Number 3

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Cliff Schrock

Secure position

CableBus, purchased by Pacific Power & Light, sees new resources and products strengthening its position in the security and interactive markets. **Leading the week, pages 13-20.**

Changing of the guards

Executive changes at the top of CBS and RCA signal a new generation of leadership for the two communications giants. **Leading the week, pages 13-20.**

Disney Channel shake-up

Walt Disney Productions and Group W have dissolved their partnership in The Disney Channel. However, the possibility has been left open for Group W to assume responsibility for sales and distribution of the pay service. **Leading the week, pages 13-20.**

Speaking up

Sports rights, pay-per-view and basic cable network survival were topics covered by USA Network President Kay Koplovitz in a recent New York speech. **Leading the week, pages 13-20.**

Access entrepreneur

Zachary Herman, one of a new breed of programmers, is taking advantage of NYC's Channel J, a sponsor-supported public access station that takes care of what may be free public access' main problem—funding. **Page 25.**

Healthy attitude

Loreen Arbus, vice president for programming at Cable Health Network, discusses programs in the works, including a consumer-advocate show, programs on parenting, senior citizens, prenatal care, nutrition, science and more. **Page 45.**

Eyes on Showtime

"All Eyes Turn For Showtime" is the theme of Showtime's new ad campaign, and with its completely new approach, it may turn a lot of heads. Executives at Showtime hope the campaign will win them a distinct "brand identity." **Page 40.**

Special report:

Cable keeps a promise. Highlighting C-SPAN's move to 24 hours, the industry's increasing commitment to local origination and political cablecasting, and its own political action committee, CABLEPAC, *CableVision*'s Washington staff reports on cable television's ability to participate in the democratic process—in a way it seems that no other medium can. **Page 47.**

Roller coaster cable

The stock market dipped slightly last week, losing some of its upward momentum. While some cable stocks continued to rise, Warner was close to its annual low at press time, a drop attributed primarily to video games speculation. **Page 103.**

TEC—up and away

The Entertainment Channel has only been in operation for just over three months, but according to an independent *CableVision* study, it is being well received by operators and subscribers alike. **Page 103.**

Sacramento findings

The innovative bid from Cablevision Systems may still garner this 300,000-home city's cable franchise in light of CTIC's recent report, but the final award isn't expected until Sept. 27. **Page 112.**

Case for joining

The NAB's appeal of the Federal Communications Commission's authorization of DBS is attracting more parties, including some current DBS applicants. **Page 116.**

About the cover

This week's cover photograph of the U.S. Capitol was taken by Bruce Hoertal.

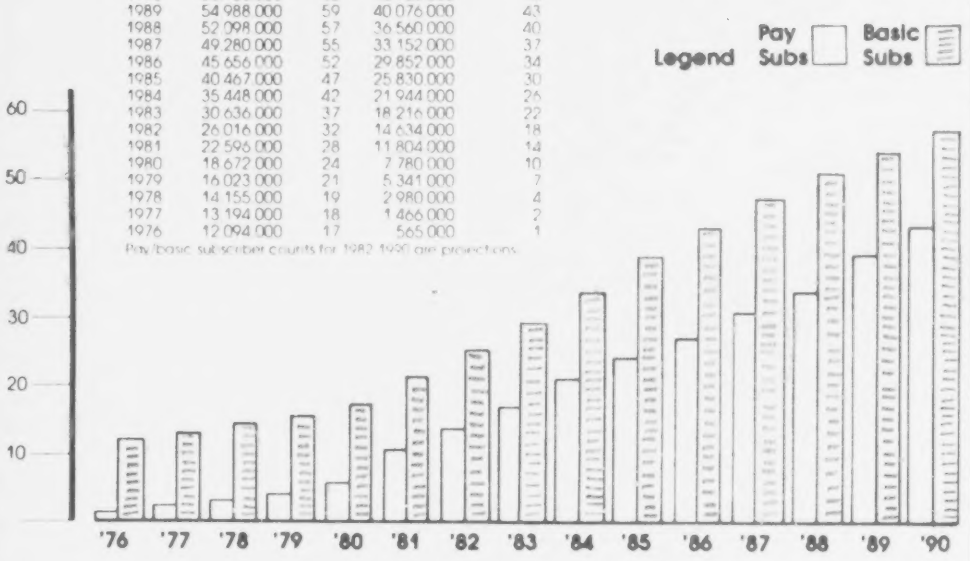
This week in PLUS

If you're a programmer, the place to be on cable TV is Manhattan Cable TV (ATC), the system with a direct line to media buyers' eyes. But finding a spot on this 29-channel system takes patience, as Music Television found this year. ATC's Jack Gault explains how he gets the most out of what he's got. If coping with the channel crunch is Gault's headache, think of those operators with a partially built system. While construction crews toil, SMATV operators are busy romancing apartment and condo owners—foiling projections and draining future cable profits. *CableVision Plus* talked to several MSOs who decided to get out of their own way and get into the business of delivering cable—less the cable—in the meantime. **Pages 63-68.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982.

Franchising calendar

This chart examines the franchise status of communities during the second quarter of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Alabama
Tarrant City—renewed franchise award to Alabama Cable TV (which was recently purchased by ATC), 8/82.

California
Alameda—award to United Cable Television Corp. 4/82 (27,802 homes).
Bellflower—award not expected until December.
Davis—looking into a cooperative.
East San Fernando Valley—Valley Cable rated first by CTIC (166,000 homes).
East Yolo—pending.
El Monte—Teleprompter (Group W) selected to negotiate franchise.
Grand Terrace—pending.
Hacienda Heights, West Whittier, Bassett, Valinda, Whittier Narrows—award to United Cable Television Corp.
Hawaiian Gardens—franchise refused to Cable West, schedule for new bid proposals indefinite.
Hawthorne-awarded to Group W.
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes).
Lakewood—award expected 9/28/82.
Lomita—pending.
Los Alamitos—awarded to California Cable Systems 5/10/82.
Los Altos—pending.
Los Angeles, South Central Region—pending.
Palo Alto—city council still discussing possibility of a municipally owned system.
Pico Rivera—voters elected in referendum not to grant a franchise to California Cablevision Inc.
Sacramento—award expected 9/82 between four applicants (300,000 homes).
San Buenaventura—beginning to study feasibility.
San Fernando—city council selected Valley Cable to negotiate franchise 6/21/82.
Signal Hill—franchise transferred to Long Beach Cablevision Co. (Times Mirror/Knight Ridder).
South Whittier—pending.
Sunnyvale—city council approved refranchising ordinance; decision due 9/14/82 whether or not to re-open bidding.
Tulare—award to Scripps-Howard (80%) and Mickelson Media (20%).

Colorado
Denver—award to Mile Hi Cablevision.
Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,600 homes).
Longmont—award to Longmont Communications Corp. (Scripps-Howard Broadcasting) 5/82.
Northglenn—proposals due 9/16.
Platteville—pending.
Wheat Ridge—voters approved franchise award to ATC 6/23.

Connecticut
Wingham, Lebanon, Scotland, et. al. (cable area 13)—applications being submitted to PUC.
Vernon Consortium (cable area 12)—award awaits decision by PUC.

District of Columbia
District council approved cable bills, RFP to be released spring 1983.

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes).
Plantation—award to Planned Cable Systems Co. for western area of city.
Tampa—four applicants (Cox, Storer, Tribune Cable and Knight-Ridder/TCI) have submitted bids, recommendations expected by 9/82.
Walden Lake—pending.

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—county negotiating with Centel.
Bensenville—final negotiations with Continental in progress.
Chicago—Continental Cablevision, Cablevision Systems, Group W Cable, TCI/Cross Country, Satellite Cable Communications, Communications and Cable submitted bids for the five franchise areas.
Countryside—pending.
Downers Grove, Darien, Woodridge, Lisle (unic. DuPage County areas)—county negotiating with Cablevision of Chicago.
Elmwood Park—pending, no award date set.
Glen Ellyn (unic. DuPage County areas)—county negotiating with Group W Cable.
Glenview—preliminary agreement reached with Cablenet 8/2/82; other five members of North Shore Cable Television Group, Northbrook, Northfield, Glencoe, Kenilworth, Winnetka still have franchises pending.
Harwood Heights—award expected 9/82.
LaGrange, LaGrange Park, Indian Head Park, Riverside—pending.
Lincolnwood—pending.
Lombard, Oakbrook Terrace, Elmhurst (unic. DuPage County areas)—county negotiating with Continental.
Morton Grove—award to Continental Cablevision.
Naperville—pending.
Richton Park—award to Centel, 3,500 homes.
Riverdale—village board awarded Continental a 15-year franchise.
South Holland—RFP expected soon.
Wentzville—surveying residents' interest in cable.
Westmont—pending.
Wood Dale, Itasca, Bloomingdale, Roselle, Carol Stream (unic. DuPage County areas)—consortium gave final approval of franchise agreement with MetroVision 8/2/82 (27,000 homes); ratification by individual boards expected 9/82.

Indiana
Elmora—award to Quality CATV.
Gaston—award to Quality CATV.
Grant County—award to Quality CATV.
Hebron—drafted new ordinance, five applicants.
Indianapolis—recommendations to city/county council expected by 10/82 on whether additional franchises should be awarded to compete with two existing systems.

Cable stats

Lyons—award to Quality CATV
Munster—U.S. Cable selected to negotiate franchise 6/28 (6,948 homes)
Peachdale—award to Quality CATV
Thorntown—pending
Zionsville—award to Omega of Zionsville 4/5/82 (4,000 homes)

Maine
Caribou—pending

Maryland
Baltimore—RFP issued 7/21/82; proposals due 11/17/82; tentative award date 2/9/82
Montgomery County—award expected 9/82; three top applicants are Montgomery Cable Communications-Times Mirror, Tribune-United and Viacom.

Massachusetts
Abington—pending.
Acton—advisory committee report released soon
Ayer—award expected fall 1982
Bedford—award to Adams Russell (3,813 homes)
Bourne—three applications being reviewed by Citizens Advisory Committee
Braintree—award expected about 9/82; six applications
Bridgewater—pending
Cohasset—proposals due 9/14/82
Danvers—award to Rollins Cablevision of Massachusetts
Dedham—pending; 8 companies applied
Hingham—pending
Holbrook—pending
Holliston—advisory report due in September; four companies applied
Hopedale—pending
Hull—award expected 12/8/82
Lancaster—pending
Martha's Vineyard—award to Dukes County Cable TV
Medway—pending (2,500 homes)
Merrimac—pending
Nahant—proposals due 9/23/82
Needham—awarded to Continental 7/82 (8,000 homes)
Northborough—pending
Norwell—pending
Rockland—pending
Scituate—award expected 9/82
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes)
Stoughton—pending
Walpole—pending
Waltham—pending
Wellesley—pending
Westborough—pending
West Newbury—pending
Whitman—pending (3,500 homes)

Michigan
Detroit—RFP issued, proposals due 12/10/82; 471,000 homes
Marquette—pending
Romeo—pending

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—working on RFP (6,000 homes).
Arden Hills, Little Canada, Roseville, et. al. (North Suburban Cable Commission)—award to Group W 4/82 (44,000 homes).
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—pending
Burnsville—tentatively working with Eagan on RFP
Chanhassen—assessment not yet complete (2,285 homes)
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—assessment not yet complete (5,467 homes)
Forest Lake, New Scandia, Columbia—proposals due 9/10/82
Hastings—city council gave preliminary approval to Hastings Cable TV (Telephone and Data Systems Inc.)
Kasson—award to Group W
Marshan—preliminary approval to Hastings Cable TV
Minneapolis—Rogers/Storer arrangement approved and in final negotiations
Northfield City and Township—pending.
Olivia—award to North America Communications Corp.
Owatonna—pending
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti, Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—pending.
Prior Lake—pending.
Ramsey/Washington County—Group W Cable was sole bidder 7/82
Roseville—award to Teleprompter Corp. 4/2/82 (42,000 homes)
St. Paul—award is possible 4/83
Savage—assessment not yet complete (1,272 homes)
Shakopee—city council's decision expected soon
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—RFP not yet completed.
Wayzata—pending
West St. Paul (North Dakota County Cable Service Territory)—pending (31,000 homes)
Windom—beginning to study feasibility (1,600 homes)

Missouri
Arnold—US Cable franchise agreement pending; city considering non-exclusive franchises
Claycomb—pending
Glendale—pending
Herculaneum—award to U.S. Cable
Jefferson City—award to TCI 4/20/82 (13,000 homes)
Pevely—award to U.S. Cable
Pleasant Valley—pending
Riverside—pending
St. Louis—Melbar Corp. (owned 80% by TCI) recommended to board of aldermen for final approval 8/12/82
Vandalia—pending

New Hampshire
Hampstead—pending
Kingston—pending
Londonderry—pending
Plaistow—pending

New Jersey
Jersey City—pending
Paterson—pending
Princeton—administrative law judge approved Dow Jones award in borough in Princeton, but not for entire Princeton Township
Upper Deerfield, Cumberland City—pending

New York
Harrison—award to Adams Russell
New York City—borough negotiations still in progress
Union Springs, Aurora, Aurelius, Cayuga County, Ledyard, Springport—award to Cablevision Industries
Westfield—award to U.S. Cable 4/82 (4,500 homes)

North Carolina
Bethel, Robersonville—pending
Davie County—pending

Ohio
Bentleyville—award to Matrix Enterprises Inc.
Brecksville—city council awarded franchise to Complexicable (1,26 homes)
Brooklyn—pending
Cleveland—pending
Garfield Heights—pending
Middleburg Heights—pending
Middlebury—mayor vetoed legislation which had rescinded city's agreement with Space Cable
Moreland Hills—award to Viacom
Newtown—pending
Whitehouse—award to Community Cable TV Inc.

Oregon
East Multnomah County—award to Viacom 4/15/82
McMinnville—pending
Milwaukee—pending

Pennsylvania
Philadelphia—RFP expected soon for four franchise areas: Area I-South Philadelphia, Center City; Area II-area west of Schuylkill River; Area III-Northwest; Area IV-Northeast

Rhode Island
Newport, Middletown, Portsmouth, Tiverton, Little Compton (Area 7)—pending

South Carolina
Anderson County—pending

Texas
Azle—pending
Plano—Storer award overturned by public referendum 4/3/82
Richardson—proposals due 10/18/82

Virginia
Dinwiddie County—pending
Fairfax County—award to Media General Inc. 7/25/82 (200,000 homes)
Goochland County—pending
York County—award to Continental Cablevision

Washington
Granger, Toppenish, Wapato, Zillah—pending
Seattle—Central district award expected 9/30; RFP for downtown business district not expected for another year

Wisconsin
Hales Corner—city board approved ownership transfer (50%) from ATC to Viacom 8/10/82
Kenosha—pending
Milwaukee—final franchise agreement with Warner Amex under negotiation

Cable penetration in top 25 TV markets

Rank	Market	Cable Subscribers*
1.	New York City	1,349,907
2.	Los Angeles	624,728
3.	Chicago	175,751
4.	Philadelphia	693,157
5.	San Francisco	663,484
6.	Boston	288,091
7.	Detroit	175,275
8.	Washington, D.C.	79,425
9.	Cleveland	265,391
10.	Dallas/Fort Worth	116,496
11.	Pittsburgh	552,676
12.	Houston	192,176
13.	Minneapolis/St. Paul	44,945
14.	St. Louis	94,034
15.	Seattle/Tacoma	236,616
16.	Atlanta	208,150
17.	Miami	288,327
18.	Tampa/St. Petersburg	169,035
19.	Baltimore	69,682
20.	Denver	53,637
21.	Indianapolis	165,050
22.	Sacramento/Stockton	402,349
23.	San Diego	361,940
24.	Portland, OR	85,239
25.	Kansas City, MO	112,912

*Cable penetration in 50 mile radius of market city; subscriber totals from "CableFile/82."

NOTE

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